



2008 FESTIVAL OF LIGHTS SPONSORSHIP OPPORTUNITIES

DIAMOND ICE RINK SPONSOR \$40,000 for entire 6-week Festival

- » Sponsor full-color logo recognition on two Ice Rink banners
- » Sponsor full-color logo recognition on Festival of Lights marketing collateral*
- » Sponsor full-color logo recognition on Festival of Lights program*
- » Sponsor recognition on on-screen movie theater ad promoting Festival of Lights
- » Verbal recognition during Festival of Lights Switch-On Ceremony, Friday, November 28, attended by over 50,000 residents and visitors
- » 50 Complimentary Skating Passes for the Ice Rink
- » Photo opportunity and framed 8" X 10" photo with Santa

PLATINUM ENTERTAINMENT SPONSOR \$20,000 for entire 6-week Festival

- » Sponsor full-color logo recognition on one Stage banner
- » Sponsor name listing on Festival of Lights marketing collateral*
- » Sponsor name listing on Festival of Lights program*
- » Verbal recognition during Festival of Lights Switch-On Ceremony, Friday, November 28, attended by over 50,000 residents and visitors
- » 20 Complimentary Skating Passes for the Ice Rink
- » Photo opportunity and framed 5" X 7" photo with Santa

GOLD ICE RINK SPONSOR \$10,000/week

- » Sponsor full-color logo recognition on one Ice Rink banner
- » Sponsor name listing on Festival of Lights marketing collateral*
- » Sponsor name listing in Festival of Lights program*
- » 10 Complimentary Skating Passes for the Ice Rink

SILVER ENTERTAINMENT SPONSOR \$5,000/week

- » Sponsor full-color logo recognition on one Stage banner
- » Sponsor name listing on Festival of Lights marketing collateral*
- » Sponsor name listing in Festival of Lights program*
- » 6 Complimentary Skating Passes for the Ice Rink

** If received by print deadline of October 1, 2008*